

Commercial Group #4, 213-223 Heretaunga Street West

Inventory Number: 64; Property ID: Building 1: 21031, Building 2: 21029, Building 3: 24804; TRIM Reference: 21031#002#0003

Report by Sarah Akers & Chris Cochran

Draft: 23 December 2009; Final Report August 2012, Report updated September 2015 by the HDC Environmental Policy Team

Hastings CBD Heritage Inventory Project



213-223 HERETAUNGA STREET WEST (COMMERCIAL GROUP #4)



Building 1,
Commercial Group
#4 (K Pascall,
2012)



Building 2,
Commercial Group
#4 (Sarah Akers,
2009)

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Building 3,
Commercial Group
#4 (K Pascall,
2012)

LOCATION:

Street and Number: 223 Heretaunga Street West (Building 1), 219 Heretaunga Street West (Building 2), 215 Heretaunga Street West (Building 3)

City / Town: Hastings

Region: Hawke's Bay

LEGAL DESCRIPTION:

Legal Description: Lot 1 DP 13663 (Building 1), Lot 1 DP 1948 (Building 2), Lot 4 DP 745 (Building 3)

Certificate of Title: HBF3/551 (Building 1), HBJ2/926 (Building 2), HB67/16 (Building 3)

SUMMARY OF SIGNIFICANCE:

Architectural Value:

The buildings have architectural value for their matching scale and compatible Art Deco features. Though modest single storey retail buildings, they each have their own visual interest, and they combine to make an interesting ensemble.

Historic Value:

Each of the buildings in Commercial Group # 4 have housed long term occupants, as well as a variety of shorter term tenants. Longstanding businesses in the buildings include The Grant Pharmacy (possibly related to the current Visique Grant and Douglas), The Maine Milk Bar, The Maine Food and Coffee House, Bradshaw's, and currently J.A. Simons and Heaven's Bakery & Cafe. The group has historic value for this long succession of retail businesses in the heart of the retail centre of the Hastings CBD.

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Aesthetic Value:

The buildings are located in a key part of the CBD, centrally in Heretaunga Street West, the main street coming into the city from the west. They play an important part in the streetscape, helping to reinforce the strong townscape values of the area.

HISTORY:

Building 1: From the date worked in plaster on the façade of number 223 Heretaunga Street West, the building was built in 1931, presumably as a replacement for a building that was destroyed in the earthquake. The building was occupied by Bradshaw's (draper/fabric specialists) from around 1940 until at least the mid 1970's.¹ Since then, the building has been tenanted by The Cash Loan Company, DCO Finance and is currently occupied by Envy, a fashion and shoe shop. The current owners of the building are N.L Heads, and D.K & E.P Moriarty.

Building 2: This building was originally occupied by Alan Grant Pharmacy. Alan Grant purchased Eustace Woodward's Heretaunga Street pharmacy business in 1928.² He traded under Woodward's name until just after the earthquake of 1931.³ The pharmacy building was destroyed in the earthquake and a temporary shop was opened in the front office of the Hawke's Bay Farmers Garage in Queen Street.⁴ The shop was stocked with supplies from pharmaceutical companies who supplied them to Grant on full credit.⁵ The landlord of the Heretaunga Street property, Harry Gilbertson, built temporary premises in May 1931, which was when the Alan Grant Pharmacy moved back in.⁶ It is not certain when the existing permanent premises were constructed, but due to their Art Deco/Spanish Mission architectural character, it can be assumed it was sometime fairly soon after the 1931 earthquake. The pharmacy was sold around 1980 and the optometry branch of the business was sold in 1993.⁷ Judging by the name of the current occupants (Visique Grant and Douglas), tenancy may remain in the same family as it did in the 1940's. From 1940-1960, the Grant Pharmacy was joined in the building by Luttrell & Kells, V. Lawrie and La Gonda (ladies wear).⁸ Subsequent occupants have included 2 Dine 4 and Grant & Douglas Optometrists. The current tenants are Pascoes Jewelers and Grant & Douglas Optometrists. The building is currently owned by Christopher Wight De Brotherton Morgan, and Andrew Keith Pearson as trustees of the Hikurangi Trust, Donald Lockhart Stewart and Matthew John Wilson as trustees of the Loch Leven Trust, Brett Stephen Hooker, Maxine Victoria Hooker and Matthew John Wilson as trustees of the Whiteley Trust being the BDJ Trusts Partnership.

Building 3: Similarly to Building 2, it can be assumed that Building 3 was constructed in the wake of the 1931 earthquake, due to its architectural appearance. It appears that the building was initially occupied by Magoulianos Ansisos, a restaurant, although this was replaced by the Self Help Co-op Grocery Limited by 1940.⁹ In the 1946 and 1950-51 editions of the Wisers Street Directories, the building was tenanted by the Self Help Co-op Grocery and W. J Read (milk bar).¹⁰ By 1959 the milk bar was known as The Maine Milk Bar,¹¹ a name which is concurrent with the later occupant of The Maine Food and Coffee

¹ *Wises Street Directories*, 1934-1959-60.

² Fowler, M 2007 *From disaster to recovery: the Hastings CBD 1931-35*, Michael Fowler Publishing Limited, Havelock North p. 8.

³ *Ibid.*

⁴ *Ibid.*

⁵ *Ibid.*

⁶ *Ibid.*

⁷ *Ibid.*

⁸ *Wises Street Directories*, 1934-1959-60.

⁹ *Wises Street Directories*, 1934, 1940.

¹⁰ *Wises Street Directories*, 1946, 1950-51.

¹¹ *Wises Street Directories*, 1959-60.

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House. Other occupants have included Telecom and Esprit (clothing shop). It is currently occupied by Heaven's Bakery & Café and J.A Simons Ltd, a barber. The owners are currently Doxadzo Holdings Limited.

PHYSICAL DESCRIPTION:

Architect: Building 1 not presently known, Building 2, Davies & Phillips; Building 3, Davies Garnett and Phillips.

Builder: Buildings 1 and 2, not presently known; Building 3, H W Abbott.

Date of construction: Building 1, 1931; Building 2, approximately 1933 (date of specifications on file); Building 3, 1931.

Construction details: Building 3, reinforced concrete, concrete floor, steel windows, timber roof framing; likely to be typical of Buildings 1 and 2 as well.

Description: These three buildings are single storey, with verandahs hung from the structure above. They have all been modified below verandah level, where display windows and entrances have been modernised, but are authentic above: Building 1 has fluted pilasters on either side with a sun-burst decorative panel above; Building 2 has long horizontal bands of fluting, while Building 3 has two very modest squares of fluting. All have plain horizontal parapets.

There are no records for Building 1. Specifications for Building 2 are held on file (Trim Ref 21029#0103) for the construction of two shops for Mrs H Gilbertson. Tenders for the contract to build these shops closed on 6th October 1933 with construction anticipated to be completed by December 1933. Complete documents survive for Building 3. These are titled 'Hardware Store for Mssrs Henry Williams and Son', and tenders were to close on 4 May 1931. Most of the floor space was retail, with an office at the rear. The words 'existing concrete floor over whole area' on the floor plan suggest that the structure was built on the floor of an earthquake damaged building.

ELEMENTS OF ARCHITECTURAL IMPORTANCE:

Element	Significance
Form and detail of facades above verandah level	Architectural, aesthetic

MAJOR BIBLIOGRAPHIC REFERENCES:

Fowler, M 2007 From disaster to recovery: the Hastings CBD 1931-35, Michael Fowler Publishing Limited, Havelock North p. 8.

Wises Street Directories, 1934-1959-60.

OTHER RELEVANT INFORMATION:

NZHPT Register: Not registered.

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District Plan: The buildings contained in Commercial Group #4 are not specifically listed as Heritage items in the Hastings District Plan, but are located within the Central Character Precinct.

New Zealand Historic Places Act 1993: The sites of buildings 1 and 2 have been identified as potential archaeological sites under Section 2 of the New Zealand Historic Places Act 1993.

OTHER PHOTOGRAPHS:



Close up of Building 1
façade (Sarah Akers,
2009)

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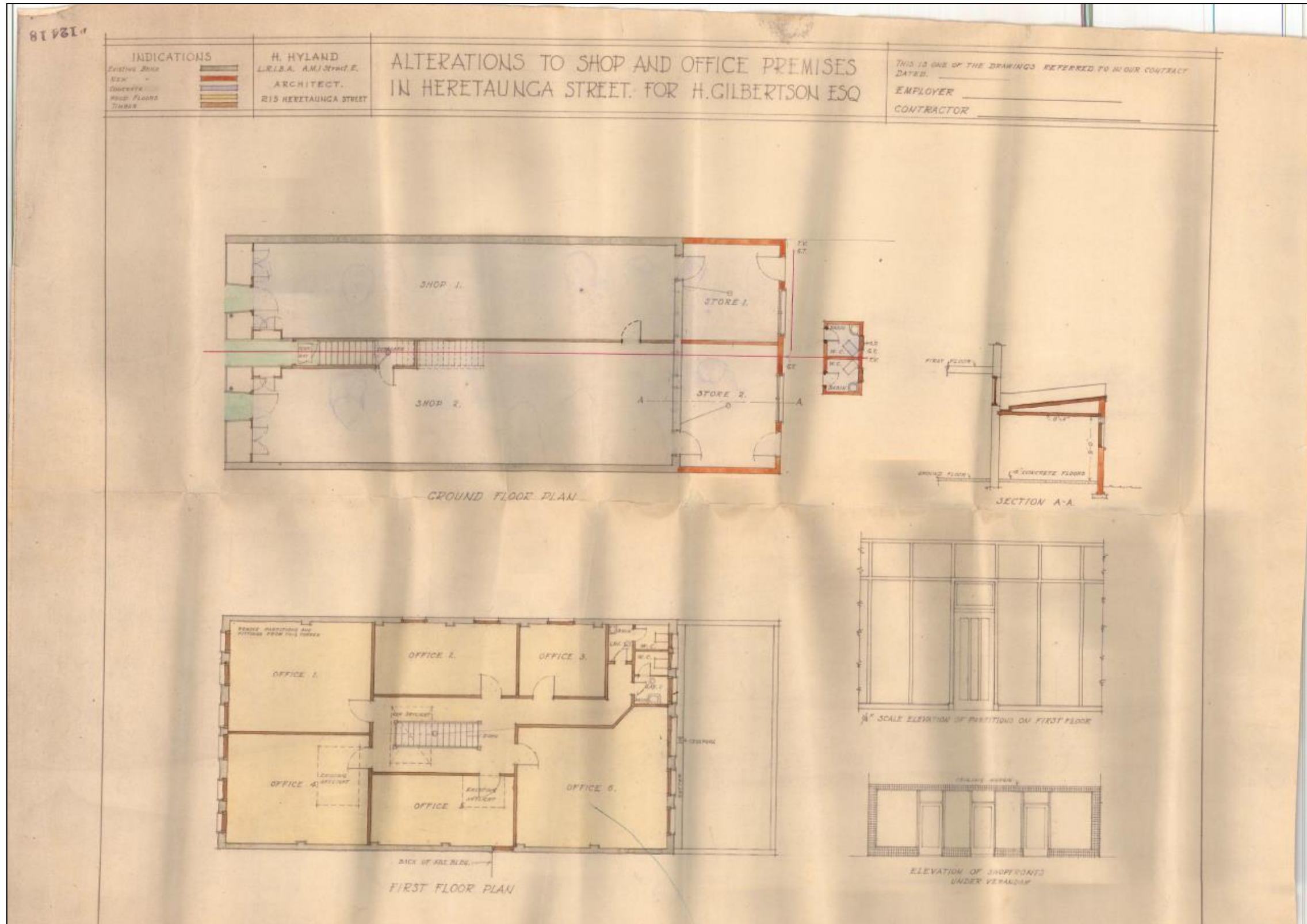
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ARCHIVE PLAN(S):

Building 2 – Alterations to Shop and Office Premises in Heretaunga Street for H. Gilbertson Esq. (1926) (TRIM Ref: 21029#0048)



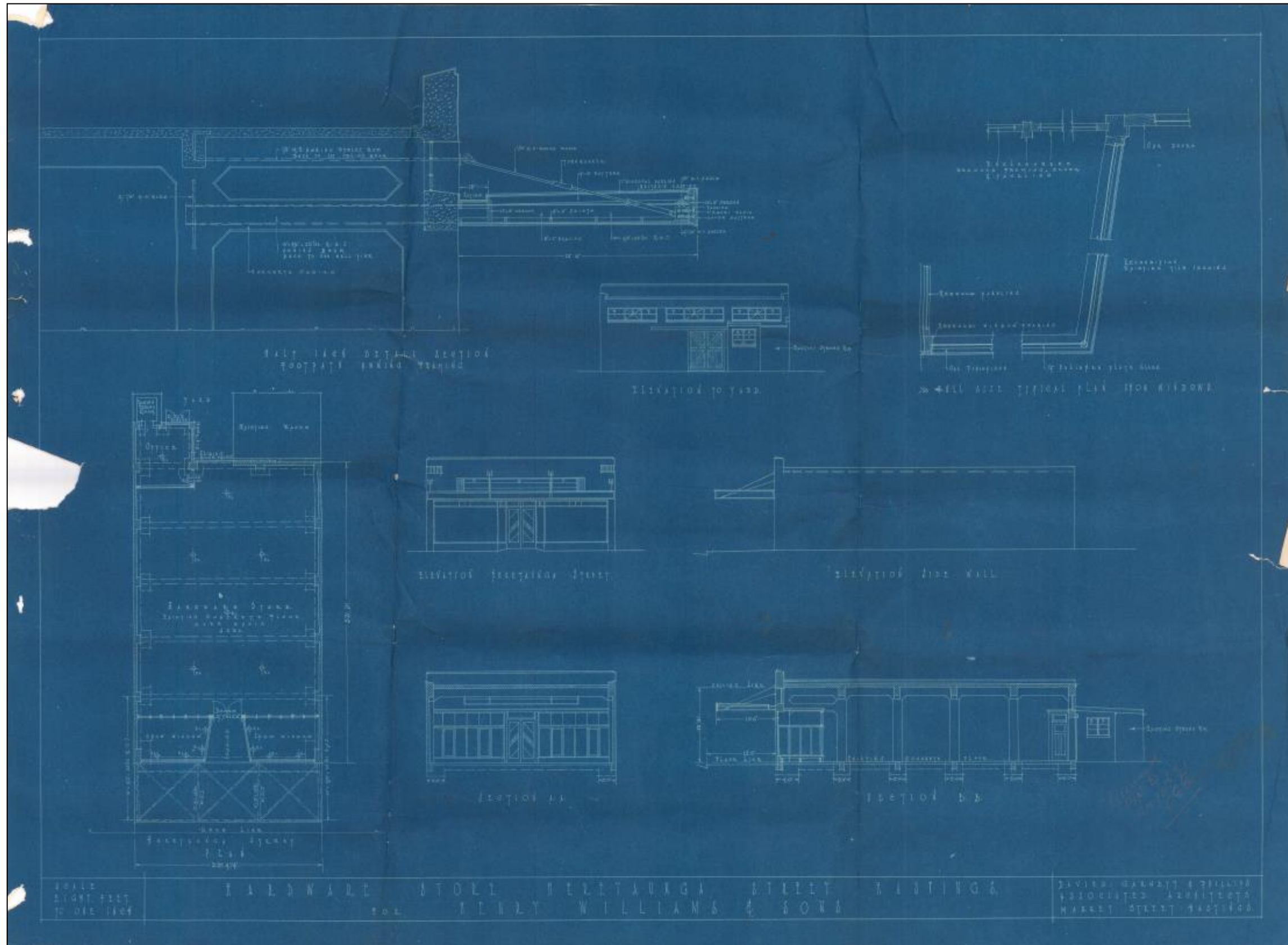
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Building 3 – Hardware Store Heretaunga Street Hastings for Henry Williams & Sons, by Davies, Garnett & Phillips (1931) (TRIM Ref: 24804#0096) sheet 1



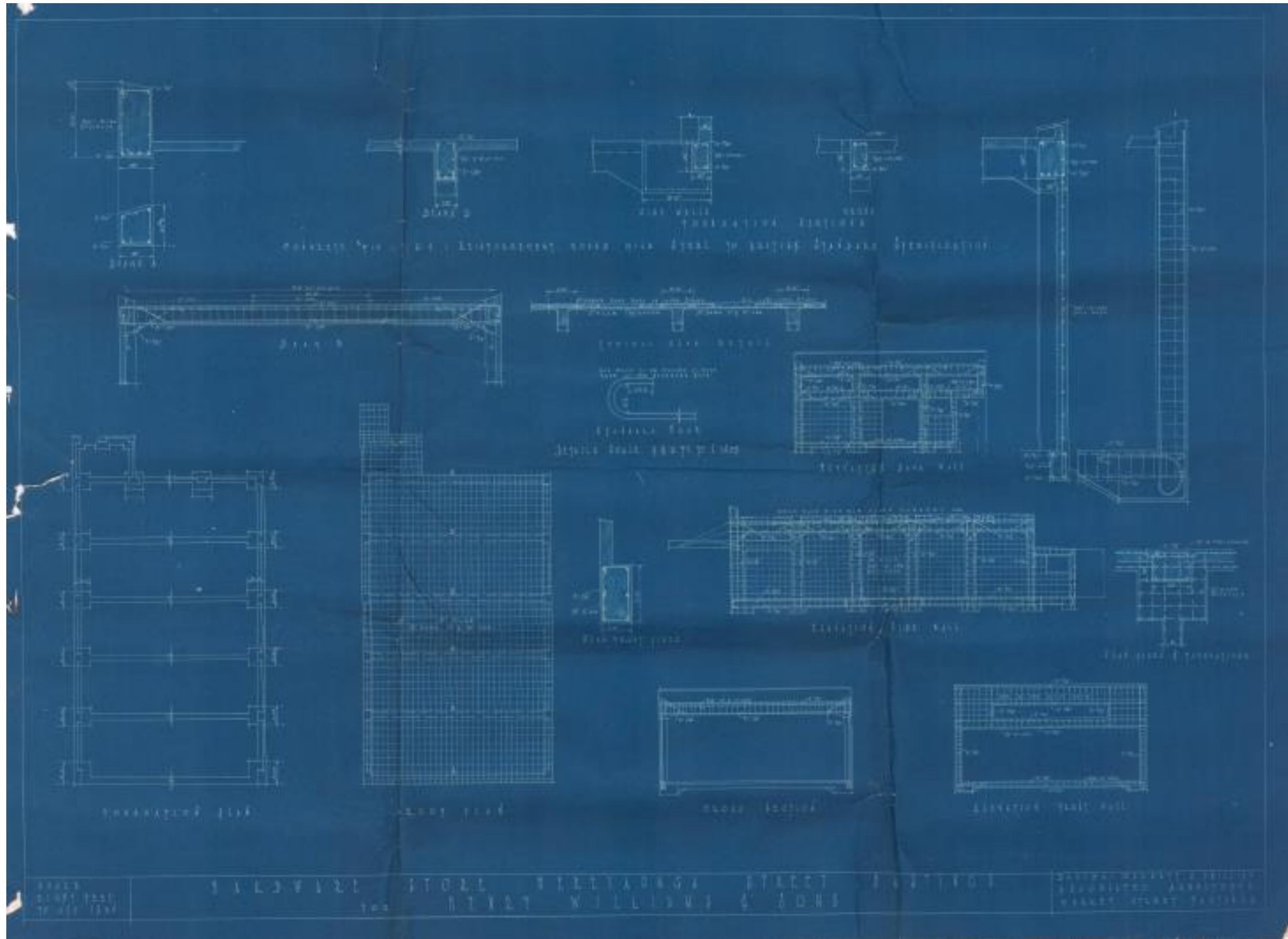
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Building 3 – Hardware Store Heretaunga Street Hastings for Henry Williams & Sons, by Davies, Garnett & Phillips (1931) (TRIM Ref: 24804#0096) Sheet 2



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